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NEW GARDEN CENTER *Watch for Opening*

A Wonderland of Trees, Shrubs, Evergreens, Flowers, Fruit Trees, Garden Tools and Accessories
All Items Conveniently Displayed for Personal Selection

CONVENIENT PARKING • FREE LANDSCAPE ADVICE • SELF SERVICE • ALL PLANTS DUG AND READY TO TAKE HOME

ROSES • *Spring 1951*



Etoile de Hollande

Mrs. E. P. Thom

Editor McFarland

"I'd like to pass away from earth and feel I'd left behind, Roses and Forget-me-nots for all who come, to find."
Edgar A. Guest.

NEVER has there been a time when America needed to get closer to Mother Earth than now. Other than vegetables and fruits you need that inspiration that only a Rose can give. From early June until frost their endless poignancy of color, fragrance and form, enhance the inmost recesses of our souls to give courage and perseverance to carry out the sacred task which is before us.

Many Roses which succeed in the North and other parts of the country do not do so well in Kentucky. Almost every Rose which has been tested on our grounds and proved satisfactory and dependable. We have discarded or do not carry many and which will be described favorably in other lists. Why spend money and time on which will be described favorably in other lists? If you really sprigged and cultivated kinds when you can buy our tested Roses? If you really sprigged and cultivated kinds when you can buy our tested Roses? If you really sprigged and cultivated kinds when you can buy our tested Roses?

Tried and Tested Rose Group

This group contains the very best standard kinds and any selections made from it will please.

PINK

BETTY UPRICHARD. Two-toned copper-red buds opening into semi-double salmon-pink blossoms. Fragrant. An outstanding variety.

EDITH NELLIE PERKINS. One of the best. Long, pointed buds of cream, orange and pink, overspread with gold flush. Very prolific flowering, strong grower. Mildly fragrant.

EDITOR MCFARLAND. We think this the finest deep pink garden Rose grown today. Its pointed buds on nice long cutting stems retain their form wonderfully well. Plants are healthy and bloom freely.

PICTURE. Splendidly formed, medium sized flowers of velvety rose-pink, the petals pleasantly reflexed. Well named, as both form and color are very lovely. A fine cutting Rose, unusually free blooming.

PINK DAWN. A fine deep rose-pink flower opening to a lovely pink with an orange base; sweetly fragrant. Strong, upright grower with all the good qualities of the Radiance.

RADIANCE. Globular, cupped flowers of two-toned pink, light silvery tone on the inside and deeper on the outside. Vigorous and free blooming. Deliciously fragrant. The standard pink Rose of the world.

THE DOCTOR. Beautiful glowing silvery pink with satiny edges. Extra large bud and blossom which is delightfully fragrant. One of our favorites.

YELLOW

GOLDEN DAWN. Large, double flowers of lemon-yellow, nicely formed and deliciously fragrant. Spreading plants with attractive disease-resistant foliage.

MCGREY'S YELLOW. Unfading canary-yellow of excellent form with a mass of gold anthers beautifying the center of the flower. Vigorous bush with dark green foliage. Stands heat well.

MRS. E. P. THOM. A superior yellow Rose with long, beautifully shaped buds, opening to pure, unfading, yellow flowers of fine form. Vigorous and prolific bloomer.

MRS. PIERRE S. DUPONT. Nicely formed buds and double flowers of rich reddish gold, almost orange in the depths of the petals. Spicy fragrance. Foliage is ornamental, healthy and disease-resistant. Recommended highly.

SEUR THERESE. Semi-double, cupped flowers of golden yellow. Long pointed buds with markings of carmine. Sweetbriar fragrance. Good foliage, strong grower and one of our finest yellow Roses.

WHITE

CALEDONIA. Pure white, perfectly formed buds on strong stems, opening to large flowers that retain their form until petals fall. No white Rose can surpass this perfect variety.

K. A. VICTORIA. Creamy buds changing to perfect, snow-white blossoms tinted lemon-yellow at center, fragrant. An outstanding white Rose.

MME. JULES BOUCHE. White with blush tints in center, and without question one of the best white everblooming bedding Roses yet introduced. The flowers are large, fully double and fragrant. A vigorous grower and very free flowering.

Roses one of the most satisfactory expenditures for your garden.

There are more than 2000 Roses in general cultivation, and to list any large percentage of these would be out of the question. The list which follows is the result of our tests and represents the "Cream of the Crop." Plant any of them with confidence.

QUALITY PLANTS. The price of a Rose, like any other article, does not determine its value. Hillenmeyer Roses are strong, with good roots, true to name, properly grown (which includes cultivation, spraying and understocking), ripened by Nature, handled so they are not devitalized by exposure and are free of leaf-diseases. HILLENMEYER ROSES GROW AND BLOOM BETTER—WE KNOW IT.

RED

CHRISTOPHER STONE. Bright velvety scarlet flowers of good form, opening to show its golden stamens; fragrant. A significantly beautiful Rose. Vigorous, upright grower.

ETOILE DE HOLLANDE. This is, undoubtedly, the finest red Rose in the world. Large crimson flowers of velvety finish and especially fine fragrance. Plants branching with healthy foliage. Should be in every Rose garden.

GRENABLE. Large, globular, fully double flowers of brilliant red, almost scarlet. Prolific blooming and one of the best garden reds.

POINSETTIA. A dazzling brilliant red Rose. Well shaped, high-centered buds of velvety texture on long stems.

RED RADIANCE. A sport of Radiance and exactly like its parent except that it is a deep shade of red. Blooms until frost and one of the best all-around red Roses in existence.

SOUTHPORT. A brilliant, unshaded scarlet Rose, with fine Tea scent. Particularly brilliant in bright sunshine and recommended for spectacular effects.

TWO-TONED

CONDESA DE SASTAGO. Cupped flowers of fiery copper inside and rich gold on the reverse. Enticing Raspberry fragrance. Healthy and upright in growth.

DUQUESA DE PENARANDA. Large double flowers of cinnamon-peach color, fragrant. Strong, upright plants with attractive foliage. The autumn bloom is especially fine. A wonderful Rose that should be in every garden.

HINRICH GAEDE. A brilliant, fragrant Rose with long pointed buds of rich luminous shade with gold which opens to large, double, orange-yellow flowers flushed with Nasturtium-red. A spectacular Rose with excellent foliage.

MME. JOSEPH PERRAUD. Long, slender buds of Nasturtium-orange, opening to sweetly fragrant flowers of Nasturtium-buff, with a tint of pale pink at the petal edges. Has received many awards.

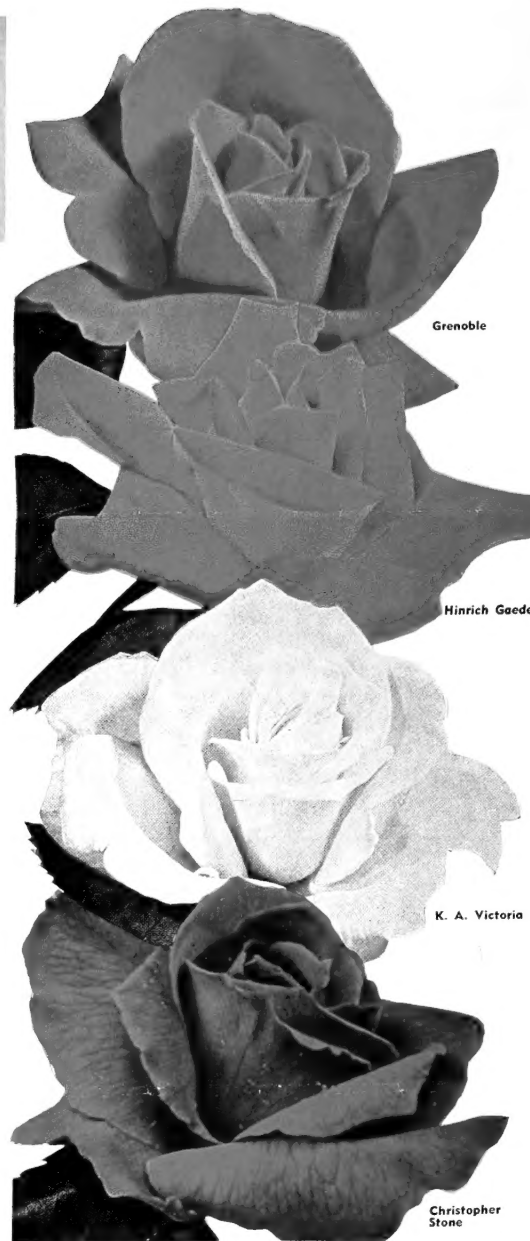
PRESIDENT HERBERT HOOVER. Large flaming scarlet and yellow buds, opening to soft creamy yellow with scarlet markings. One of the most satisfactory garden Roses. Unusual growth, free blooming, especially in the autumn. Rich fragrance.

Above Tried and Tested Rose Group

Each	\$ 1.25
10 for	11.50
50 or more, each	1.00

STRONG 2-YEAR PLANTS

For Post, Packing and Insurance on All Roses, Add 5c Per Plant



Grenoble

Hinrich Gaede

K. A. Victoria

Christopher Stone

Planting Instructions Will Be Included With Each Order

If You Do Not Have Our General Catalog

Fall 1950 Spring 1951
Listing Shade Trees, Evergreens, Shrubs, Vines, Hedges, Etc.
Ask for Catalog 110

Outstanding Patented Roses

Many of the finest of the new Roses are being patented. This naturally controls their propagation and prices to a large extent. We are privileged to distribute these Roses and use the greatest diligence to see that they reach you in prime condition. We have tested many varieties and recommend those listed below as particularly outstanding. However, we cannot be held responsible for their behavior, size, color, etc., all of which are beyond our control, since they are patented.

PINK

APPLAUSE. (Patent No. 829.) Winner of the much-prized Bagatelle Gold Medal. Exceedingly large buds of dazzling light red opening into a lighter shade. Heavy fragrance, vigorous grower, and prolific bloomer. Little above medium height, compact bushy habit. **\$1.75 each; 3 for \$4.40.**

CAPISTRANO. (Patent Applied For.) A glowing rose-pink flower noted for retaining its color without fading. Exceptionally large buds and blossoms, rich lasting fragrance, extra long strong stems. One of the sturdiest Roses ever produced. You will love it for its vigor, clear color, and immense size. **\$2.00 each; 3 for \$5.00.**

KATHERINE T. MARSHALL. (Plant Pat. No. 607.) A Rose of rare beauty and delicacy of form—growing vigorously with large, open, upright blossoms of warm, glowing pink. Fruity fragrance. Long stems, long lasting. **\$1.35 each; 3 for \$3.40.**

MISSION BELLS. (Patent Applied For.) Another All-America Award Winner, its long-pointed buds are a strikingly brilliant deep salmon-pink changing to clear shrimp-pink flowers, often measuring 5 1/2 inches across. Disease resistant, heavily branched, beautiful copper-green foliage, richly fragrant. **\$2.00 each; 3 for \$5.00.**

SHOW GIRL. (Patent No. 646.) This is one of our finest "pinks", characterized by its sensationally long buds and deep pink, almost carmine, color. Because of its magnificent buds and lasting qualities, it is particularly good for cutting. Long sturdy stems, large heavy-textured petals. **\$1.50 each; 3 for \$3.75.**

TALLYHO. (Patent No. 828.) A lovely old rose shade which is entirely new to Roses. The color on the inside of the petals is a varying but always a delightful and unique shade of pink. The outside of the petals is a rich crimson. The buds, before they unfold, are deep cardinal-red, ovoid in shape, opening to flowers with a spicy fragrance. They are very large when fully open, of perfect form and last exceedingly well. A. A. R. S. award for 1949. **\$1.75 each; 3 for \$4.40.**

TWO-TONED

DIAMOND JUBILEE. (Patent Applied For.) Warm glowing buff-orange with a radiant sparkle from a touch of orange-yellow at base of each petal. The large, stately blossoms are many-petaled and high centered. Flowers last exceptionally well either on the bush or when cut. A constant bloomer and very desirable. **\$2.00 each; 3 for \$5.00.**

FORTY-NINER. (Patent No. 792.) This brilliantly hued bicolor is an A. A. R. S. for 1949. Its contrasting colors are startling in their brilliance, and yet they blend together beautifully. The petals are a vivid clear yellow, while the outside is a deep orange, changing to straw yellow. Colors are lasting and bright. The long bud opens to a well-shaped bloom of 25 to 40 petals, mildly fragrant. **\$1.75 each; 3 for \$4.40.**

HORACE MCFARLAND. (Patent No. 730.) Named in honor of the late Dr. J. Horace McFarland. An upright growing, vigorous plant producing an abundance of large, deep apricot, ovoid buds opening to beautifully formed, buff-salmon, spicy scented blossoms of 45 petals. All-America Rose Selection. An exhibition Rose. **\$1.50 each; 3 for \$3.75.**

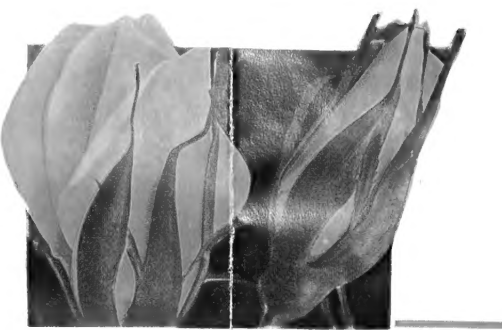
MME. HENRI GUILLOT. (Patent No. 337.) This outstanding beauty has no rival in form or color. The artistic, long urn-shaped buds open to 20-petaled flowers, 4 1/2 inches across, watermelon to raspberry-pink color with golden base. **\$1.50 each; 3 for \$3.75.**

YELLOW

ECLIPSE. (Patent No. 172.) The very long, slender, streamlined, yellow buds open to loose flowers with 25 to 30 golden yellow petals which hold their color well; fragrant. **\$1.35 each; \$3.40 for 3.**

PEACE. (Patent No. 591.) Again a lovely new Rose is born! The ovoid, golden yellow buds, etched with pink, open to beautiful, cupped canary-yellow to cream blossoms of magnificent size. The fragrance is as delicate as the flower is beautiful. The plant is vigorous and hardy with very large, glossy, disease-resistant foliage. This Rose should have a place in every garden as a living symbol "This Rose should have a place in every garden as a living symbol." **\$2.00 each; \$5.00 for 3.**

SUTTER'S GOLD. (Patent Applied For.) Features exquisite, long-pointed, bright yellow buds richly shaded with orange and red. Strong, vigorous, free-branching, producing an abundance of blossoms. Many large glossy leaves. We highly recommend this Bagatelle Gold Medal and 1950 A. A. R. S. winner. The most fragrant of all yellow Roses. **\$2.00 each; 3 for \$5.00.**



Eclipse

ROSE SPRAYS

CLOTACIDE. An economical spray for Roses etc. Contains powerful insecticides and fungicides. Easily mixed and applied. We recommend it.
Small Size (makes 5 gals.) \$0.75
Medium Size (makes 10 gals.) 1.25
Large Size (makes 20 gals.) 2.00

TRI-GEN COMBINED SPRAY TREATMENT. Complete Protection Against Plant Insects and Diseases. One of the most complete and satisfactory sprays for Roses. Controls leaf spot, mildew and insects. Nationally advertised and used.
A—Small Kit (makes 16 gals.) \$ 2.25
B—Medium Kit (makes 64 gals.) 6.00
C—Large Kit (makes 32 gals.) 9.00
D—Ester Kit (makes 128 gals.) 30.00
TRI-GEN DUST. Contains ingredients to control both chewing and sucking insects as well as mildew, black spot and certain blights. (This is for those who would rather "dust" than "spray.")
1 lb. \$0.85
5 lbs. 3.50
For Post and Insurance, add 10 per cent.

CLIMBING ROSES

Strong, 2-year plants; \$1.25 each; 10 for \$11.50. Except as noted.

PINK

CLIMBING AMERICAN BEAUTY. Extremely beautiful light crimson buds and flowers. Very fragrant.

DR. NICOLAS. (Patent No. 457.) Everblooming Pillar Rose. The flowers are large, 4 to 5 inches across, with 50 petals, of rose-pink color with lovely fragrance. Magnificent clusters, three or four to a stem. **\$1.50 each.**

DR. W. VAN FLEET. Large flowers of exquisite flesh-pink, on long stems. Outstanding large flowered pink climber.

MARY WALLACE. Large, clear brilliant pink flowers. Fine for cutting.

NEW DAWN. (Patent No. 1.) An everblooming Dr. W. Van Fleet buds. **\$1.50 each.**

WHITE

SILVER MOON. Semi-double white flowers. The showy yellow stamens make it doubly attractive.

TESTED FLORIBUNDAS

Strong, 2-year plants; \$1.25 each; 10 for \$11.50. Except as noted.

Floribundas may be best recognized and described as large Polyanthas, both as to size of blossoms and height of bush. They are vigorous, free flowering and can be used for bedding, edging or as small shrubs in landscape designing. Becoming more and more popular.

PINK

CHEER. Ovoid buds are orange-pink to red, opening to large blossoms, about four inches and in large clusters. Sweet fragrance and prolific bloomer. This new Rose will bring a cheery warm glow to your garden.

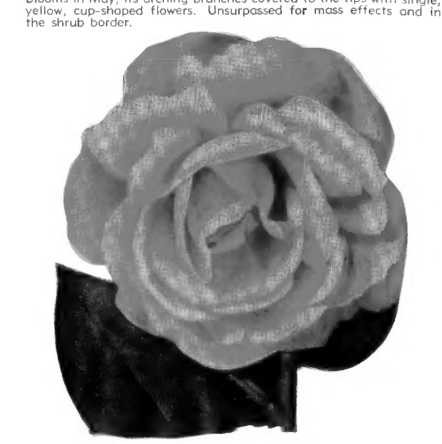
FASHION. (Patent No. 789.) An entirely new color. Oriental red buds transforming into blossoms of exquisite luminous coral-pink, suffused with gold. Continuous blossoms in enormous clusters. Graceful wavy petals, delicate fragrance. **\$2.00 each; 3 for \$5.00.**

PERMANENT WAVE. (Patent No. 107.) Large semi-double flowers of rosy pink with cerise edges. Petals are waved permanently from bud stage to the finish.

PINKIE. (Patent No. 712.) A new Floribunda producing an abundance of long slender and perfect little pink buds opening to flowers of about 2 inches across with 14 to 16 petals. Prolific bloomer with light green, glossy foliage. Flowers have a spicy fragrance. A. A. R. S. award for 1946. **\$1.50 each.**

PINOCCHIO. (Patent No. 484.) Long, pointed bud, of exquisite salmon, flushed with gold at base, opening to a soft clear pink. Flowers produced in great clusters on strong, healthy, hardy plants. Admirable for bedding or cutting.

HUGONIS. ("Golden Rose of China") The finest shrub Rose known. Blooms in May, its arching branches covered to the tips with single, yellow, cup-shaped flowers. Unsurpassed for mass effects and in the shrub border.



Floribunda Rose, Fashion

FLASH. (Patent No. 396.) An early blooming Pillar Rose whose buds are yellow with a scarlet suffusion. They open to gleaming scarlet blossoms with the under side of the petals of a light yellow. **\$1.50 each.**

PAUL'S SCARLET CLIMBER. Vivid scarlet-red that can be "seen a mile." **\$1.50 each.**

THOR. (Patent No. 387.) Brilliant scarlet-red. The extra large blossoms are slow in opening, perfectly formed and sometimes measure 4 to 5 inches across. Borne on rather stiff spurs 12 to 18 inches. Harsh creation, and one of the finest scarlet Roses introduced to date. **\$2.00 each; 3 for \$5.00.**

GARDENIA. Buds rich creamy yellow, opening to pleasing yellow that fades to cream.

GOLD RUSH. A vigorous climber, producing masses of handsome yellow flowers, which are slow in opening, perfectly formed and sometimes measure 4 to 5 inches across. Borne on rather stiff spurs 12 to 18 inches. Harsh creation, and one of the finest scarlet Roses introduced to date. **\$2.00 each; 3 for \$5.00.**

WORLD'S FAIR. (Patent No. 302.) One of the most outstanding Floribundas. The deep red, semi-double flowers stand out boldly in your garden. Clusters of 10 to a dozen brilliant blossoms on sturdy, upright stems are a dazzling spectacle. Blossoms nearly 4 inches across; 18 to 20 petals. Exquisite for cutting.

GOLDLOCKS. (Patent No. 672.) Rich, golden yellow. Buds shaped like Hybrid Teas open to very double blossoms up to 3 inches across. This new, bright, cheery Floribunda will be an addition to any garden. The best yellow Floribunda ever originated. **\$1.50 each.**

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